

CARLA RHODES

portfolio: www.piccadillydesign.com

professional experience: **CBS News • Weight Watchers • The Yes Men • Night Agency • Playboy • Independent clients**
Freelance Web designer and video editor, October 2008 – Present, New York, NY.
Web design responsibilities include production work, flash banners, headers, photo resizes and promotional emails. Independent client responsibilities include producing, designing and launching client's websites. Video responsibilities include basic multi-cam video editing for independent projects.

CafeMom

Web designer, February 2008 – October 2008, New York, NY.

Responsibilities included designing flash banners, widgets, emails, print materials and ad mocks.

CBS Interactive / CBSNews.com

Web designer, November 2006 – December 2007, New York, NY.

Responsibilities included designing interactives, headers, logos, wildcards, story images, blogs, buttons, ad mocks, photo essays and coding/uploading via the content management system.

BBC America

Freelance web designer and producer, October 2005–October 2006, New York, NY.

Responsibilities included designing websites for current BBC America programming, creating banner ads for current programming, choosing video clips for the BBC America's video player, and maintaining video library.

Estee Lauder • USA Today • Columbia House • Candie's • Badgley Mishka • Organic Style

Freelance production artist and web designer, June 2004–July 2005, New York, NY.

Responsibilities for the above companies included production work (such as placing art, sizing art and flowing text), scanning, photo retouching, color corrections, preparing photographs for in-house presentations, cutting, paste-ups, design of banner ads, email promotions, member welcome pages and pop-up ads.

DavidBowie.com • RollingStones.com

Freelance web production artist for Ultrastar.com, October 2002–January 2003, New York, NY.

Responsibilities included placing and maintaining content for David Bowie's Heathen Tour archive and the Rolling Stones' tour archive.

MTV

Design intern for MTV.com, January 2003–April 2003, New York, NY.

Responsibilities included preparing photos for online flipbooks, production work for producers, and implementing ideas for on-air promotions.

Sidelines

Print designer, January 2001–May 2002, Murfreesboro, TN.

Responsibilities included designing the Features and Opinions section for Middle Tennessee State University's student newspaper.

independent projects: **LosersLounge.com • SteveDawson.net • KristeenYoung.com • TonyVisconti.com • LambChop.tv**
Web designer and producer, May 2004 –Present
Responsibilities include maintaining a steady roster of independent clients from my home office, producing websites, conceptualizing overall design, hand-coding HTML, maintaining updates, launching sites, testing for bugs and copy editing.

software: Adobe Creative Suite • HTML • Cubase • Microsoft Works • PC and MAC operating systems

other skills: video editing • public relations • marketing • creative writing • stand-up comedy • ventriloquism • guitarist composing music • painting • budding ornithologist

education: **Middle Tennessee State University, Murfreesboro, Tennessee. 2000–2004.**
Bachelor of Science in Mass Communications, minors in Art and Theatre.

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